



PO Box 773
Chatswood NSW 2067

September 16, 1982

Dear Principal

Apple Computer, the leading supplier of micro-computers to schools has long recognised the importance of providing 'hands on' computer experience to children at an early stage during their education, in order that they may understand and appreciate the benefits of the new age of technology.

As the company's founder, Steve Jobs, so aptly explains "Computer literacy will not only be a necessity for future employment but also a requisite for understanding the world in which today's children will live as adults."

At the same time, however, we are fully aware of the economic burden which the provision of computer equipment can place on schools, especially during current budgetary restrictions.

I am delighted, therefore, on behalf of Apple Computer, to be able to offer you an Apple II education system at less than half the normal selling price. The system has been specially packaged for primary schools, and includes a 64k Apple II computer, disk drive, and a complete Apple Logo programme. Specially designed for beginners, Apple Logo uses stimulating colour graphics and other visual exercises to teach good problem solving skills.

This unique offer, available through November 5, is limited to stock availability, so I would urge you to place your order early, in order to take advantage of this special opportunity to put a computer into your classroom.

Yours sincerely

A handwritten signature in dark ink, appearing to read "David Strong", with a stylized flourish at the end.

David Strong
General Manager

On behalf of Apple Australia
Education Programme 1982